

Message Text

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SUBJ: NCNA ARTICLE ON THE TOURISM BOOM

1. SUMMARY: AN NCNA ARTICLE IN THE AUGUST 28 PEOPLE'S
DAILY CLAIMS THAT IN THE FIRST HALF OF 1978 CHINA WAS HOST
TO OVER 250,000 "HONG KONG, MACAU AND TAIWAN COMPATRIOTS" AND OVERSEAS

CHINESE CLOSE TO 50,000 "SELF-PAYING" FOREIGN TOURISTS.
ACCORDING TO PLANS, EVEN MORE TOURISTS ARE SCHEDULED TO VISIT
CHINA IN THE SECOND HALF OF THE YEAR, THE ARTICLE SAYS. IT
CONTINUES THAT CHAIRMAN HUA AND THE PARTY CENTRAL COMMITTEE
ARE VERY INTERESTED IN THE DEVELOPMENT OF TOURISM WHICH,
INTER ALIA, HELPS ACCUMULATE CAPITAL FOR THE FOUR MODERNIZATIONS.
OVER 100 TOURIST SPOTS ARE NOW OPEN TO TOURISTS, AND TOURISTS
SERVICES - STILL ADMITTEDLY POOR-- ARE BEING IMPROVED. END SUMMARY.

2. AN NCNA ARTICLE IN THE AUGUST 28 PEOPLE'S DAILY
GIVES AN UPBEAT ACCOUNT OF CHINA'S PRESENT TOURISM BOOM
AND FUTURE PROSPECTS. THE ARTICLE SAYS THAT IN THE FIRST
HALF OF THIS YEAR CHINA'S TOURIST INDUSTRY PLAYED HOST
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TO OVER 250,000 COMPATRIOTS FROM HONG KONG, MACAU AND
TAIWAN AND OTHER OVERSEAS CHINESE. IN ADDITION, IT
HOSTED NEARLY 50,000 "SELF-PAYING" (TZU FEI) FOREIGN GUESTS.
ACCORDING TO ALREADY ESTABLISHED PLANS, EVEN MORE TOURISTS
WILL VISIT CHINA IN THE SECOND HALF.

3. THE ARTICLE CONTINUES THAT CHINA NOW HAS 100

CITIES, SCENIC SPOTS AND LARGE INDUSTRIAL AND AGRICULTURAL BASES CATERING TO FOREIGNERS. FIFTY OF THESE WERE ADDED THIS YEAR, INCLUDING CHUNKINNG, CHENGTU, KUNMING, URUMCHI AND LANCHOW AND HSIPOPO IN HOPEI PROVINCE. LUSHAN, HUANGSHAN AND OMEISHAN HAVE ALSO BEGUN PREPARING TO RECEIVE TOURISTS. CHAIRMAN HUA AND THE CENTRAL COMMITTEE ATTACHE GREAT IMPORTANCE TO THE DEVELOPMENT OF TOURISM. THIS NJINDUSTRY PROMOTES MUTUAL UNDERSTANDING BETWEEN PEOPLES OF DIFFERENT COUNTRIES, INCREASED FRIENDSHIP AND "ACCUMULATES CAPITAL FOR USE IN THE REALIZATION OF THE FOUR MODERNIZATIONS." OVER 10 PROVINCES, MUNICIPALITIES AND AUTONOMOUS REGIONS HAVE ESTABLISHED TOURISM BUREAUS TO BETTER HANDLE TOURISM, NEW TOURIST HOTELS AND RESTAURANTS ARE BEING BUILT. IN PEKING, WORK IS PROCEEDING AT A FRENETIC PACE ON THE NEW PEKING INTERNATIONAL AIR TERMINAL, AND CONSTRUCTION OF NEW SEVEN-STORY DUCK RESTAURANT IS ABOUT COMPLETED. NEW TOURIST PAMPHLETS AND SOUVENIR BOOKS ARE BEING PRINTED. CAAC AND TRANSPORTATION DEPARTMENTS WILL BE ADDING TOURIST FLIGHTS AND PASSENGER BOATS ON THE YANGTZE, THE LI RIVER (NEAR KEWILIN) AND TAIHU (NEAR WUHSI).

4. IN A RATHER PECULIAR PARAGRAPH, THE ARTICLE NOTES THAT TOURISM HAS BEEN THE FASTEST GROWING INDUSTRY (WORLDWIDE) SINCE WORLD WAR II AND IS THE ONLY ECONOMIC SECTOR THAT CAN CONTINUE TO DEVELOP DURING THE (PRESENT) PERIOD OF DECLINE IN THE CAPITALIST WORLD. IT CITES A UNITED NATIONS REPORT THAT UNCLASSIFIED

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TOURISMMIGHT BE THE MOST IMPORTANT ECONOMIC ACTIVITY BY THE YEAR 2000.

5. THE ARTICLE ADMITS THAT TOURIST FACILITIES ARE "BACKWARD" AND THAT PERSONNEL LACK EXPERIENCE. EFFORTS ARE BEING MADE TO IMPROVE THE SITUATION.

6. COMMENT: THIS IS A VERY UPBEAT ARTICLE DIRECTED, WE WOULD PRESUME, AS MUCH AT A CHINESE AS AT A FOREIGN AUDIENCE. ITS MESSAGE IS THAT TOURISM, WHICH HAS UNDOUBTEDLY CAUSED HEADACHES FOR MANY LOCAL OFFICIALS, IS HERE TO STAY. THE ADMISSIONS ABOUT POOR FACILITIES AND SERVICES ARE UNDERSTATEMENTS. CONDITIONS OUTSIDE OF AND SOMETIMES WITHIN PEKING, SHANGHAI, CANTON AND A FEW OTHER WELL-ENDOWED CITIES ARE SPARTAN TO SAY THE LEAST. TOURIST FACILITIES ARE CURRENTLY STRAINED TO THE LIMIT. AS INDICATED BY THE EFFORTS OF TOUR AGENTS TO GET LARGER QUOTAS, TRAVEL TO CHINA IS STILL A VERY SALEABLE COMMODITY. THE PRC IS WORKING HARD TO ALLEVIATE SOME OF ITS TOURISM BOTTLE-NECKS, BUT LITTLE RELIEF IS LIKELY IN THE SHORT TERM.

7. WE WOULD NOTE THAT IN MATTERS OF TOURISM PRC ANNOUNCE-

MENTS ARE SOMETIMES PREMATURE. WE DO NOT KNOW WHETHER
SPOTS OPEN TO TOURISTS ACTUALLY NUMBER 100, BUT WE DO
KNOW THAT A NUMBER OF PLACES -- INCLUDING HOFEI, MAANSHAN,
PAOTAO, AND HUHEHOT -- PREVIOUSLY SAID TO BE "OPEN" ARE
NOT YET SO. WE AWAIT EVIDENCE THAT SUCH PLACES AS
LIENYUNKANG AND HSUCHOW IN KIANGSI, SHASHIH AND HSIANGFAN
IN HUPEI, HENGYANG IN HUNAN AND A HOST OF OTHER MARTINAL
PLACES ARE ACTUALLY OPEN, AS ANNOUNCED.
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